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~~CONFIDENTIAL~~
UNITED STATES
INFORMATION AGENCY

UNCLASSIFIED
OUTGOING TELEGRAM

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DRAFTED BY P/DH - SSGFTER

APPROVED BY P - CHOMER

P/O - JHOSKER

P/G - BROSS

NEA - EYDORHILL

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FM USIA WASHDC

TO RUENIL/AMEMBASSY ISLAMABAD IMMEDIATE 7811

INFO RUENIC/SECSTATE WASHDC

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CONFIDENTIAL SECTION 01 OF 02

USIA

ISLAMABAD FOR PAO, STATE FOR NEA/DUNBAR

EO 12356 DECL: OADR P - CHOMER, ASSO. DIR.

Declassified/Declassified by Release Under Provisions
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SUBJECT: AFGHAN MEDIA PROJECT - IMPLEMENTATION

1. IC - ENTIRE TEXT)

2. AGENCY HAS DETERMINED TO MOVE AHEAD QUICKLY ON THE PROJECT. SUFFICIENT FUNDING HAS BEEN IDENTIFIED FOR THE PROGRAM COVERING A 12-MONTH PERIOD FOR AN AFGHAN NEWS SERVICE (ANS). THE ANS WILL BY NECESSITY BE ON A SMALLER SCALE THAN PREVIOUSLY PROPOSED BY HEARST IN ITS AUGUST TRIP REPORT BUDGET. FUNDS WILL INITIALLY COME FROM THE FY86 GRANTS AND USIA FY87 APPROPRIATIONS.

3. NS IS PRESENTLY PUTTING TOGETHER A CONSORTIUM TO IMPLEMENT THE PROJECT. THE CONSORTIUM WILL INCLUDE PRIVATE SECTOR PARTICIPATION BY THE MERCY FUND AND MEDIAPROPT, INC. DISCUSSIONS ARE ALSO BEING HELD WITH PRINCIPALS OF WESTINGHOUSE BROADCAST COMPANY WHOSE PARTICIPATION AT THIS TIME HAS NOT BEEN FINALLY DETERMINED.

4. MEDIAPROPT, INC. IS A BROADCAST TRAINING AND CONSULTING ORGANIZATION RUN BY TWO VETERAN NETWORK NEWS BROADCASTERS. PRESIDENT DAVIO HOROVITZ, FORMERLY OF CBS, ABC AND SATELLITE NEWS CHANNEL HAS EXTENSIVE EXPERIENCE IN MANAGING BROADCAST PROJECTS AND SUPERVISING AND TRAINING BROADCAST NEWS TEAMS. KEN ALVORD, EQ, IS A FORMER NBC-TV NEWS REPORTER AND ANCHOR WHO HAS TAUGHT BROADCAST JOURNALISM AT PRESTIGIOUS UNIVERSITIES AND HAS ORGANIZED AND TRAINED PERSONNEL FOR A BROADCAST PROJECT OVERSEAS. HE HAS EXCELLENT ACADEMIC AND JOURNALISM CONTACTS AND EXPERIENCE, PARTICULARLY IN THE PRINT JOURNALISM AREA. MEDIAPROPT JOINED WITH GROUP V SATELLITE COMMUNICATIONS IN A RECENT PROPOSAL TO USIA-TV TO CONDUCT A 6-WEEK WORKSHOP FOR TV PROFESSIONALS FROM THE PRC.

5. THE MERCY FUND IS A NON-PROFIT WASHINGTON-BASED HUMANITARIAN ORGANIZATION WITH ONGOING PROJECTS IN EAST AFRICA, AND IN PESHAWAR WITH AFGHAN REFUGEES. THE MERCY FUND IS PRESENTLY COORDINATING ITS AFGHANISTAN-RELATED PROGRAMS WITH THE GERMAN AFGHANISTAN COMMITTEE. IT WILL PROVIDE FACILITIES IN PESHAWAR FOR THE ANS DURING THE FIRST 12 MONTHS OF OPERATIONS AT NO COST TO THE PROJECT. THE FACILITIES ARE AVAILABLE IMMEDIATELY. IT WILL ALSO UNDERTAKE TO PROVIDE PRIVATE SECTOR FUNDING TO THE PROGRAM BEGINNING WITH THE SEVENTH MONTH OF ANS OPERATIONS AND LEADING TOWARD A PROGRAM FOR FULL PRIVATE SECTOR FUNDING SUPPORT FOR THE NEWS SERVICE. PRESIDENT ANTONY CAMPAIGNE IS PRESENTLY IN PESHAWAR AND IT WOULD BE APPRECIATED IF POST COULD BRIEF HIM ON THE PROGRAM.

6. IT IS IMPERATIVE THAT THE ANS DIRECTORSHIP ISSUE BE RESOLVED AS SOON AS POSSIBLE. IT WOULD BE MOST APPRECIATED IF POST WOULD USE ALL EFFORTS TO RESOLVE THIS MATTER AND EXPEDITE A FOLLOW-ON ANNOUNCEMENT OF THE ESTABLISHMENT OF THE

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USIA

ISLAMABAD FOR PAO, STATE FOR NEA/DUNBAR

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ALLOW FOR THE OPENING OF A BANK ACCOUNT AND THE COMMENCING OF OPERATIONS.

7. BU PLANS TO SEND PRINCIPAL PHOTO JOURNALISM INSTRUCTOR NICK MILLS TO ISLAMABAD WITHIN THE NEXT TWO WEEKS TO CONDUCT EXPLORATORY CONVERSATIONS ON IMPLEMENTATION OF THE TRAINING PROGRAM WITH CONCERNED USIS, EMBASSY, GOP, AND AFGHAN OFFICIALS AND OTHER PARTIES.

8. BU IS PLANNING TO COMMENCE CLASSROOM TRAINING ON OR ABOUT JANUARY 2, 1987.

9. AS STATED ABOVE, IT IS ANTICIPATED THAT APPROXIMATELY 365,000 DOLLARS WILL BE MADE AVAILABLE FROM FY86 GRANT AND FY87 USIA FUNDS FOR MINIMUM ANS OPERATING BUDGET IN PAKISTAN. A SIGNIFICANT PORTION OF THIS BUDGET WILL COME FROM A USIA FY87 FUNDS ALLOCATION WITH THE BALANCE OF THE ALLOCATION GOING TO COVER TRAINEE EQUIPMENT AND EXPENSES AND EXTENDED BU TRAINING PROGRAM FOR SECOND SIX MONTH PERIOD. SOME FUNDS FOR THE OPERATING BUDGET WILL COME FROM BALANCE LEFT FROM HEARST GRANT IMPLEMENTATION ITEMS WHICH WILL NOT BE COMPLETED BY THE END OF THE CURRENT GRANT PERIOD WHICH EXPIRES ON DECEMBER 31, 1986. HEARST IS NOT PLANNING TO PARTICIPATE DIRECTLY IN THE PROJECT BEYOND THE TERM OF ITS CURRENT GRANT.

10. AGENCY IS ACTIVELY PURSUING ADDITIONAL USG FUNDING SOURCES FOR PROJECT BEYOND THE \$500K FY'87 ALLOCATION FROM OTHER EXECUTIVE DEPARTMENTS. POST WILL BE INFORMED AS DEVELOPMENTS OCCUR.

11. AGENCY SEEKS POST'S COMMENTS ON FORMATION OF CONSORTIUM UNDER BU'S AUSPICES, INCLUDING PARTICIPATION OF MERCY FUND WHICH IS CURRENTLY OPERATING IN PAKISTAN AS OUTLINED IN PARA. 5.

12. FYI: P/DH'S NEW TELEPHONE NUMBER IS (202) 485-2812.

(P/DH)
WICK
BT
#6494